

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *Return On Assets (ROA)*, *Return On Equity (ROE)*, dan *Net Profit Margin (NPM)* terhadap harga saham. Dalam penelitian ini objek yang digunakan adalah perusahaan di bidang telekomunikasi yang terdaftar di Bursa Efek Indonesia (BEI) periode 2013-2017.

Teknik pengambilan sampel yang digunakan yaitu metode *purposive sampling*, berdasarkan kriteria yang telah ditentukan maka diperoleh sampel sebanyak 9 perusahaan telekomunikasi yang terdaftar di Bursa Efek Indonesia (BEI). Metode analisis data yang digunakan adalah metode analisis regresi linear berganda dengan menggunakan aplikasi SPSS versi 20 (*Statistical Product and Service Solutions*).

Berdasarkan pengujian dengan menggunakan uji t menunjukkan bahwa *Return On Assets (ROA)* berpengaruh signifikan terhadap harga saham, artinya *Return on assets (ROA)* semakin tinggi maka harga saham semakin tinggi. Sedangkan, *Return On Equity (ROE)* dan *Net Profit Margin (NPM)* berpengaruh tidak signifikan terhadap harga saham pada perusahaan telekomunikasi yang terdaftar di Bursa Efek Indonesia (BEI) periode 2013-2017.

Kata kunci : Harga saham, *Return On Assets*, *Return On Equity*, *Net Profit Margin*

ABSTRACT

The research aimed to analyze the effect of Return On Assets (ROA), Return On Equity (ROE), and Net Profit Margin (NPM) on the share price.while, the population was telecommnication companies which were listed on Indonesia Stock Exchange (IDX) period 2013-2017.

The sample collection technique used purposive sampling, in which the collection was based on the criteria given. Moreover, there were nine telecommunication companies as sample which were listed on Indonesia Stock Exchange (IDX). In addition, the data analysis technique used multiple linear regressions with SPSS application (Statistical Product and Service Solutions) version 20.

The research result concluded Return On Assets (ROA) had significant effect on the shares price. It meant, the bigger the Return on Assets (ROA) was, the more share price would be. On the other hand, Return On Equity (ROE) and Net Profit Margin (NPM) had insignificant effect on the shares price at Telecommunication Companies which were listed on Indonesia Stock Exchange (IDX) period 2013-2017.

Keywords: *Share price, Return On Assets, Return On Equity, Net Profit Margin.*



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